

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of

Agrawal et al.

Serial No.: Not Yet Assigned

Group Art Unit: Unknown

Filing Date: Concurrently Herewith

Examiner: Unknown

For: **TARGETING CUSTOMERS ACROSS MULTIPLE CHANNELS**

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Under the provisions of 37 CFR §1.97 through §1.99 and pursuant to applicants' duty of disclosure under 37 CFR §1.56, applicants respectfully bring the following documents, listed on the attached form PTO-1449, to the attention of the Examiner in charge of the above-identified application. Copies of the listed documents are provided herewith for the convenience of the Examiner. This citation does not constitute an admission that the references are relevant or material to the claims. They are only cited as constituting related art of which the applicants are aware.

It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

Please charge any deficiencies in fees and credit any overpayment of fees to Attorney's Deposit Account No. 09-0441.

Respectfully submitted,



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**ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /C.H./**

<p>Substitute for form 1449/PTO and PTO/SB/08</p> <p><b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)</p>				<b>C mplete if Known</b>	
				Application Number	
				Filing Date	
				First Named Inventor	Aseem Agrawal
				Art Unit	
				Examiner Name	
Sheet	1	of	2	Attorney Docket No	JP920030161US1

#### US PATENT DOCUMENTS

Examiner Initials	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US-5,649,114 B1	07-15-1997	Deaton et al	
		US-6,346,952 B1	02-12-2002	Shtivelman	
		US-6,389,400 B1	05-14-2002	Bushey et al	
		US-6,296,185 B1	10-02-2001	Dejaeger	
		US-2003/0014307 A1	01-16-2003	Heng	
		US-2002/0087643 A1	07-04-2002	Parsons et al	
		US-2002/0091562 A1	07-11-2002	Siegel et al	
		US-2002/0059378 A1	05-16-2002	Mustafa	
		US-2001/0044739 A1	11-22-2001	Bensemana	
		US-2001/0014868 A1	08-16-2001	Herz et al	
		US-2003/0033190 A1	02-13-2003	Shan et al	
		US-			
		US-			
		US-			

#### FOREIGN PATENT DOCUMENTS

Examiner Initials	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	<sup>6</sup> T
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
		WO 01/97105 A2	20-12-2001	Accenture Properties		
		WO 01/41033 A3	06-07-2001	E-POS! Marketing Company		
		JP 2000-207641 A2	07-28-2000	NCR International, Inc		
		JP 2002-024520 A2	01-25-2002	Bewith Inc		
		WO 02/99719 A1	12-12-2002	Catalina Marketing International, Inc.		

Examiner Signature	/Colleen Hoar/	Date Considered	11/28/2007
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14.

SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

<p>Substitute for form 1449/PTO and PTO/SB/08</p> <p><b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b></p> <p><i>(Use as many sheets as necessary)</i></p>		<i>Complete if Known</i>	
		Application Number	
		Filing Date	
		First Named Inventor	Aseem Agrawal
		Art Unit	
		Examiner Name	
Sheet	2	of	2
		Attorney Docket No	JP920030161US1

## NON PATENT LITERATURE DOCUMENTS

Examiner Signature	/Colleen Hoar/	Date Considered	11/28/2007
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<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14.

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